IN THE CLAIMS

Please amend the claims as follows:

1.   (Previously Presented) A sales activity feedback method, including:

communicating, via a network, information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system;

generating a feedback indication for the item at each of the plurality of price choices using supply and sales level information generated from the actions of other users of the network based sales system; and

communicating, via the network, the feedback indication to the user interface.

2.   (Previously Presented) The method of claim 1 wherein the communicating of the feedback includes displaying the feedback indication in the user interface.

3.   (Previously Presented) The method of claim 2 wherein the communicating of the feedback includes displaying the feedback indication in the form of one of a series of different pictorial icons.

4.   (Previously Presented) The method of claim 1 wherein the feedback indication is associated with one or more factors selected from a group including quantities of the item sold, quantities of the item reserved at future price points, quantities of the item for which a reminder request has been entered, and the time duration incurred to sell the item.

5-7   (Cancelled)

8.   (Previously Presented) The method of claim 1 wherein the generating the feedback indication is performed continuously in near real time.

9.   (Previously Presented) The method of claim 1 wherein communicating of the information includes communicating time-separated price choices from a falling-price schedule.

10.   (Previously Presented) The method of claim 1 wherein the communicating of the information includes communicating information causing the user interface to display a present price, at least one future price, a present purchase control button next to the present price, and a future purchase control button next to the at least one future price

11.   (Previously Presented) A user interface of a network based sales system, the user interface to communicate with a sales server via a network, the user interface including:

        an item identification area responsive to the sales server via the network and to display information pertaining to a plurality of price choices of a selected item;

        a plurality of price choice selection controls for the selected item displayed in the item identification area to provide communication of a user selection to the sales server via the network, the plurality of price choice selection controls selectively corresponding to the plurality of price choices; and

        a feedback indication area responsive to the sales server via the network, the feedback indication area to be operative to display a feedback indication associated with the plurality of price choices pertaining to the selected item, the plurality of price choices being derived from a quantity of the item available and sales of the item within the network based sales system.

12.   (Previously Presented) The user interface of claim 11, wherein the feedback indication area is operative to display the feedback indication in the form of one of a series of different pictorial icons.

13.   (Previously Presented) The user interface of claim 11, wherein the feedback indication area is operative to display the feedback indication in near real time.

14.   (Previously Presented) The user interface of claim 11, wherein the price choice selection controls are associated with time-separated price choices from a falling-price schedule.

15.   (Previously Presented) A system, including:

means for communicating, via a network, information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system;

means for generating a feedback indication for the item at each of the plurality of price choices using supply and sales level information generated from the actions of other users of the network based sales system; and

means for communicating the generated feedback indication for the item to the user interface.

16-31 (Cancelled)

32.   (Previously Presented) The method of claim 1, including adjusting one or more of the plurality of price choices utilizing the feedback indication.

33.   (Previously Presented) The method of claim 32 wherein the communicating of the information to the user interface includes communicating the plurality of price choices as a schedule of time-separated price choices, and wherein the adjusting of the plurality of price choices includes adjusting the duration between prices or adjusting an amount of at least one of the prices in the schedule.

34.   (Previously Presented) The user interface of claim 11, wherein at least one attribute of a price choice selection control of the plurality of price choice selection controls is operative to change during an offering of an item identified in the item identification area.

35.   (Currently Amended) A method including:

generating sales information for an item at each of a plurality of ~~sales~~-price ~~levels~~ choices; [[and]]

communicating the plurality of ~~sales~~-price ~~levels~~ choices in association with the generated sales information to a ~~user.~~ user;

receiving from the user a request to alert the user when the item reaches a price choice selected by the user; and

communicating a reminder message to the user when the item reaches a price choice selected by the user.

36.   Canceled

37.   (Currently Amended) A method including:

generating sales information for an item at each of a plurality of ~~sales~~-price ~~levels~~ choices; and

communicating a message to a user based on a ~~sales~~-price ~~level~~ choice for the item reaching a threshold value associated with one of the plurality of ~~sales~~-price ~~levels~~ choices.

38.   (Currently Amended) The method of claim 37, further including:

receiving from the user a reminder request to receive the message when the ~~sales~~-price ~~level~~ choice of the item reaches the threshold value; and

communicating to the user a request for contact information associated with communicating the message when the contact information is unavailable.